



**CITY OF SOUTH PASADENA
RECREATION LEASED FACILITIES AD HOC COMMITTEE
AGENDA**

**South Pasadena Senior Center
1102 Oxley Street, South Pasadena, CA 91030
April 7, 2022 at 7:00 p.m.**

South Pasadena Recreation Leased Facilities Ad Hoc Committee Statement of Civility

As your elected governing board, we will treat each other, members of the public, and city employees with patience, civility and courtesy as a model of the same behavior we wish to reflect in South Pasadena for the conduct of all city business and community participation. The decisions made tonight will be for the benefit of the South Pasadena community and not for personal gain.

CALL TO ORDER: Billy Kelly, Chair

ROLL CALL: Billy Kelly, NREC Chair
Rona Bortz, NREC Vice-Chair
Zhen Tao, Finance
Fred Findley, Finance
Victoria Rocha, P & R
Alberto Ocon, P & R

COUNCIL LIAISONS: Jack Donovan, Council Member
Michael Cacciotti, Mayor

STAFF PRESENT: Sheila Pautsch, Community Services Director
Israel Suarez, Management Analyst

PUBLIC COMMENTS AND SUGGESTIONS

1. Public Comment – General

COMMUNICATIONS

2. City Council Liaison Communications

3. Committee Communications

4. Staff Liaison Communications

ACTION/DISCUSSION**5. Approval of the March 30, 2022 Meeting Minutes Recommendation**

It is recommended that the Committee review and approve the March 30, 2022 Meeting Minutes.

6. Interviews for South Pasadena Batting Cage Proposer

7:15 PM South Pasadena Sports Academy – Jonathan Raju, Miles Padilla and Jordon Martinez

7. Discussion and Recommendation for South Pasadena Batting Cage Request for Proposal

It is recommended that the Committee Discuss and make a Recommendation on selection of South Pasadena Batting Cage Request for Proposal awardee.

ADJOURNMENT**FUTURE RECREATION LEASE FACILITIES AD HOC COMMITTEE MEETINGS**

MAY 5, 2022 7:00 P.M

JUNE 2, 2022 7:00 P.M.

PUBLIC ACCESS TO AGENDA DOCUMENTS

The complete agenda packet may be viewed on the City's website at:

<https://www.southpasadenaca.gov/government/boards-commissions>

ACCOMMODATIONS

The City of South Pasadena wishes to make all of its public meetings accessible to the public. If special assistance is needed to participate in this meeting, please contact the City Clerk's Division via e-mail at CityClerk@southpasadenaca.gov or by calling (626) 403-7230. Upon request, this agenda will be made available in appropriate alternative formats to persons with disabilities. Notification at least 48 hours prior to the meeting will assist staff in assuring that reasonable arrangements can be made to provide accessibility to the meeting (28 CFR 35.102-35.104 ADA Title II).

I declare under penalty of perjury that I posted this notice of agenda on the bulletin board in the courtyard of City Hall at 1414 Mission Street, South Pasadena, CA 91030, and on the City's website as required by law.

4/04/22

Date


Israel Suarez, Management Analyst



Thursday, March 30, 2022
Minutes of the Meeting of Recreation Leased Facilities Ad Hoc Committee Special Meeting

CALL TO ORDER

The Recreation Leased Facilities Ad Hoc Committee Special Meeting was called to order by Vice-Chair Bortz on Thursday, March 30, 2022, at 7:15 p.m. The meeting was held at the South Pasadena Senior Center.

ROLL CALL

Present: Rona Bortz Vice-Chair, Victoria Rocha Committee member, Zhen Tao Committee Member, Albert Ocon Committee Member, Fred Finley Committee Member.

Excused Absence: Chair Billy Kelly (Excused)

City Staff: Community Services Director, Sheila Pautsch
Management Analyst, Israel Suarez

Council Liaison: Councilmembers Jack Donovan and Mayor Michael Cacciotti

PUBLIC COMMENT

No in-person or email public comments.

COMMUNICATIONS

City Council Liaison Communications

No Council Liaison communications.

Committee Member Communications

No Committee Member Communications.

Staff Liaison Communications

Director Pautsch thanked Chair Kelly for serving as a Committee member.

ACTION / DISCUSSION

Approval of the Minutes of March 3, 2022

A motion by Committee Member Ocon to approve the February 3, 2022 meeting minutes, seconded by Committee member Findley. The motion carries 4-0 to approve the March 3, 2022 meeting minutes. Commissioner Rocha abstained from voting.

Interviews for South Pasadena Batting Cages Proposers.

The Recreation Leased Facilities Ad Hoc Committee conducted three interviews for South Pasadena Batting Cage Proposers. South Pasadena Sports Academy interview will be conducted at the next Recreation Leased Facilities Ad Hoc Committee meeting on April 7, 2022.

ADJOURNMENT Meeting adjourned at 9:10 p.m.

Next meeting: Meeting on April 7, 2022, 7:00p.m.

I HEREBY CERTIFY that the preceding minutes were adopted by the Recreation Leased Facility Ad Hoc Committee of South Pasadena at a meeting held on March 30, 2022.

Bill Kelly
Chair

Sheila Pautsch
Staff Liaison – Community Services Director

“The difference between the impossible and the possible lies in a person’s determination.”

- Tommy Lasorda, LA Dodgers Manager

This quote accurately summarizes Jonathan, Miles and Jordan’s determination to revamp and renew one of the city of South Pasadena’s greatest community services, the batting cages.

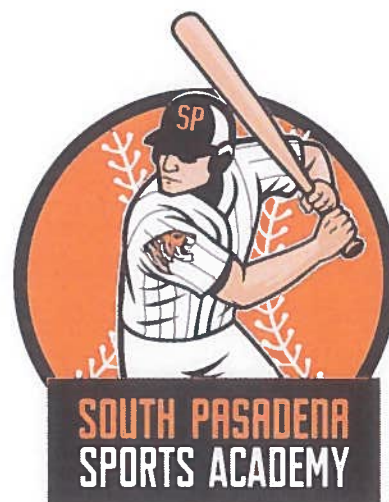
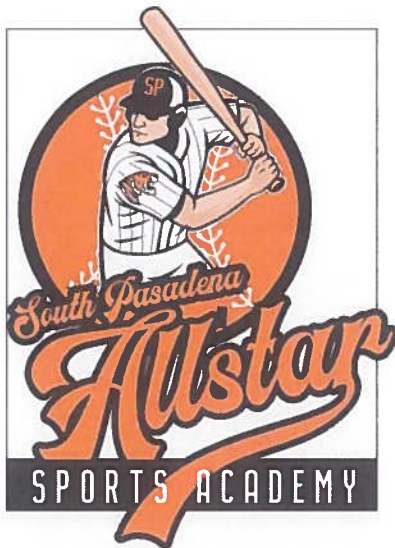
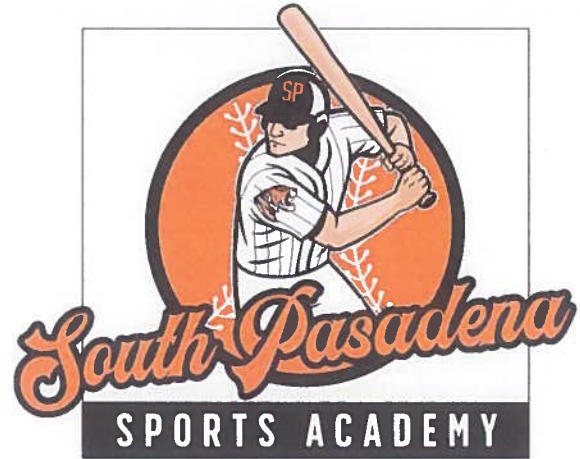
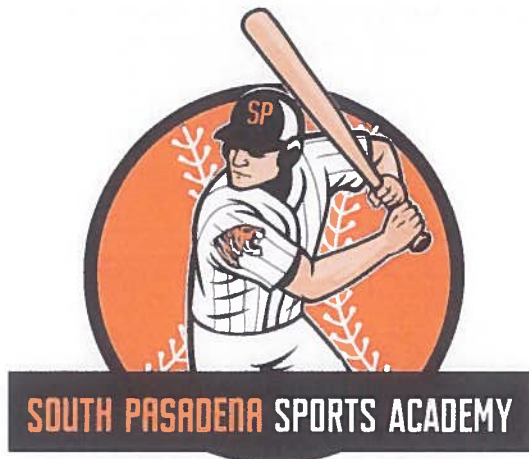
Jonathan Raju is a long-time friend of former batting cage operator, Dylan Gaines. Jonathan is deeply passionate about the sport of baseball, and as a local resident, equally invested in the city of South Pasadena.

Currently, Miles Padilla serves as the General Manager for the batting cages, and Jordan Martinez is the Assistant Manager. Together, Miles and Jordan have the experience of running the batting cages for the past eight years. Miles and Jordan love to operate the facility, and are excited about the opportunity to be in a position where they can implement improvements and changes.

When Jonathan heard of the potential opportunity to operate the batting cages, he jumped at the chance. This is a perfect venue for Jonathan to combine his years of managing a business with his passion for baseball, along with the opportunity to serve the very community that his family calls home.

This proposal will outline details and concepts that will improve the batting cage facility, provide a better experience for residents, create more revenue for the city, and serve a wider segment of the population – all with limited support from the city of South Pasadena.

LOGO CONCEPTS



SOUTH PASADENA SPORTS ACADEMY

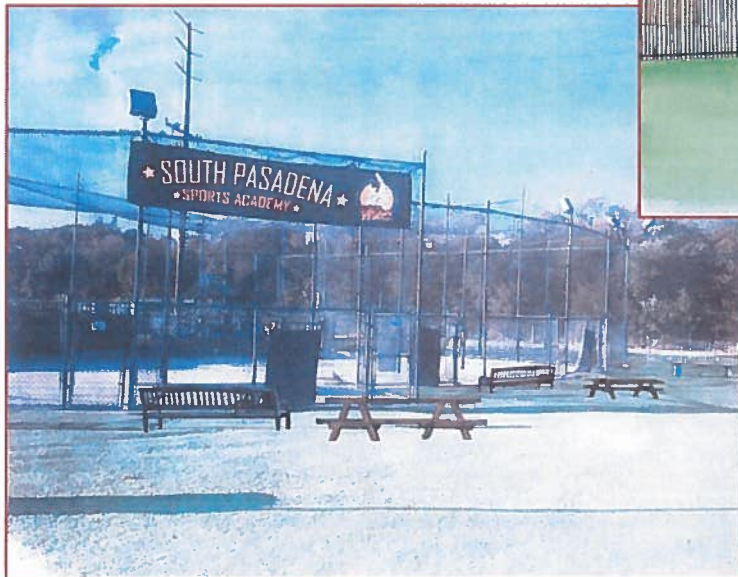
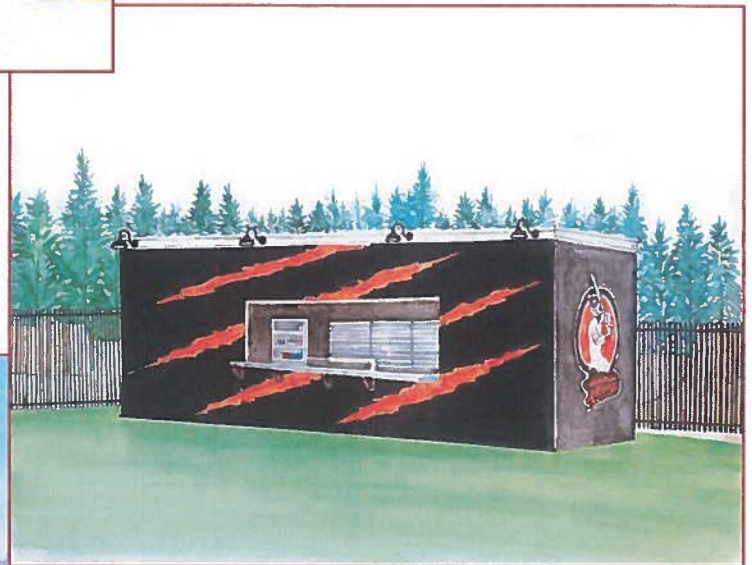
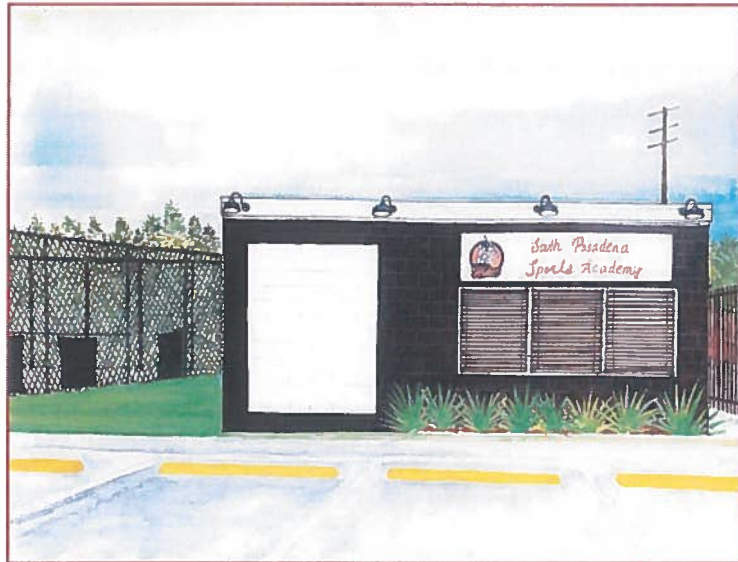
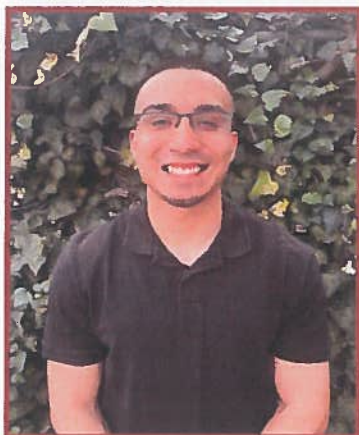


TABLE OF CONTENTS:

1. Directly Related Capacity and Experience	5
2. Financial Viability.	7
a. Related/Relevant Financial statements	
3. Proposed Revenue Projections	8
4. Planning and Approach	11
a. Alternative Approach	12
b. Annual Plan	13
5. General Maintenance and Operation Plan	15
a. Maintenance Plan and Schedule.	14
b. Proposed User Fee.	15
c. Facility Use Plan.	16
6. Marketing Plan and Methodology	19
7. Community Involvement Plans	21
8. References.	22

1 DIRECTLY RELATED CAPACITY AND EXPERIENCE



Miles Padilla

Miles Padilla is the current General Manager at All Star Baseball and has been serving the community for the past eight years. Miles has been playing baseball his whole life and ever since he played Little League, has been coming to All Star to participate in summer camps and utilize the batting cages.

Over time, owner Dylan, saw Miles' potential and offered him a position as a Ball Boy. Miles then turned this opportunity into a position within the office and eventually General Manager.

Miles has a bachelor's degree in Psychology from California State University, Northridge. If given the opportunity, Miles will remain as the General Manager at South Pasadena Sports Academy and implement many improvements that would better the facility. From online scheduling to coaching private lessons, Miles is passionate about the potential of this baseball and softball facility and has a deep desire to continue serving the community of South Pasadena.

Under new ownership, Miles would be responsible for:

- Routine Maintenances of machines, supplies
- Snack/Drinks/Retail
- Recruitment - Coaches, Trainers
- Scheduling: Cages, Private Lessons, Clinics, Camps



Jordan Martinez

Jordan Martinez is the current Assistant-Manager of All-Star Baseball and has been serving the community in this position for the past seven years.

Currently, Jordan is enrolled at California State University, Los Angeles and is working towards his bachelor's degree in Business Marketing. When he graduates, Jordan plans to work full time at the South Pasadena Sports Academy as a Coach. Jordan believes in the skills that baseball instills and is passionate about helping his student athletes unlock their full potential both on and off the field.

When Jordan isn't at school or working, he enjoys playing baseball in his Sunday League and spending time with his mom and two younger brothers.

Under new ownership, Jordan would be responsible for:

- Promotion via social media networks
- Website maintenance, Yelp Reviews, Customer Marketing communications
- Scheduling Team Use: Little League, Private Travel Teams

















Jonathan Raju

Jonathan Raju is a local resident of South Pasadena and is married to his wife Lani, who is a Public Health Nurse for the City of Pasadena. Together, Lani and Jonathan have two children, Nathan (8th grade at SPMS) and Neela (3rd Grade Dual-Immersion, Spanish, MHS). Nathan plays on two travel Baseball teams, the Pasadena Rangers, and the South Pasadena Pride. When Nathan and Jonathan aren't on the baseball field, you can find them at Dodger stadium, as they are die-hard True Blue Fans!

Jonathan has deep ties to the local baseball community, which include personal relationships with the owner of the Pasadena Rangers, Dan Law and the owner of the South Pasadena Pride, Devin Robinson. Both owners have given advice and their support of Jonathan taking over management of the South Pasadena batting cages.

Jonathan has a Master's Degree from the University of Southern California. Together, he and his father own an organic food company (www.HQOrganics.com) and are passionate entrepreneurs. HQO is the largest wholesale provider of organic food ingredients in the US. Jonathan serves as Vice President and has over twelve years recruiting talent, building teams, and creating and executing business missions and goals. Jonathan plans to take this passion for business and customer service and help improve the South Pasadena batting cages to better the community and its baseball and softball programs.

The majority of financial viability would be coming from Jonathan Raju directly. At immediate disposal Jonathan has access to \$100k and can exercise the option to take on investment funds up to an additional \$50k.

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3 PROPOSED REVENUE PROJECTIONS

If given the opportunity, one of the main differences Miles, Jordan and Jonathan plan to implement are multiple streams of revenue for the batting cage.

3a. Batting Cage

The first and obvious stream is the batting cage. Currently, only three of the six bays are up and running. Our operational plan outlines repairs to get all six bays up and running. This will include three bays for baseball, two for slow and fast pitch softball and one for high-lob softball.

Currently, the batting cage only serves the needs of little league baseball players because the three bays that are operational only accommodate speeds from 40-60 miles per hour, this will only meet the needs of players six through twelve.

Our three baseball machines will accommodate:

- 35-45 MPH (age 6-8)
- 50-60 MPH (age 8-10)
- 60-70 MPH (age 10-13)

One major population that is currently not being served is young ladies playing softball. South Pasadena has a Softball Little League and the South Pasadena batting cage should support these athletes as well. We plan to add two softball machines for this purpose.

Our two softball machines will accommodate:

- 35 MPH Slowpitch Softball (age 6-9)
- 45-55 MPH Fastpitch Softball (age 10-12)

Currently, one to two times a week, adult high-lob softball teams call the batting cage and ask if we have an adult softball machine. This is a major lost opportunity. We plan to include a high-lob softball machine that will be available to rent for the entire team in 1 or 2 hour blocks.

Estimated Monthly Batting Cage Revenue: \$ 15,000/month

3b. Private Lessons

Currently, there is no preferred location for private lessons in baseball or softball in South Pasadena. Speaking from personal experience, the majority of local, South Pasadena play-

ers go to Legends Baseball Academy and/or Ranger's Baseball, Foothill Knights – all for private lessons. The Management at South Pasadena Sports Academy have plans to offer a preferred training location for private lessons in baseball and softball.

By partnering with local baseball and softball coaches, South Pasadena Sports Academy will offer a facility where private lessons can be taught. Miles and Jordan, along with other coaches on staff will also be able to provide private lessons.

Immediately, we plan to use our back area and private batting cage for these lessons. In our second phase of improvement, we plan to build additional batting and pitching lanes for private lessons in the back area. This will allow ample space for one-on-one instruction. These batting lanes can also be rented to entire teams (baseball and softball) for batting practice.

Estimated Monthly Private Lesson Revenue: \$2,000 / month

3c. Summer, Spring and Winter Camps

We plan on offering robust educational, fun and engaging camps during school breaks. Depending on the size and length of the particular camp, activities can be done at the batting cage facility or the South Pasadena Little League fields at the Arroyo Park fields (to be negotiated in the Proposed User Fee).

Camps will be run by trained baseball and softball counselors along with local high school and college students interested in childhood development. Camps will have a 10:1 ratio of campers to councilors. Additional expense will be incurred to hire camp councilors.

Camps to be offered:

- Spring Break: 1 week
- Winter Break: 1 week
- Summer Break: 6 weeks

Camps will focus on the principals of South Pasadena Sports Academy: Work Ethic, Skills Training, Teamwork, and Positive Mental Attitude.

Estimated Camp Revenue:

- Spring Break: \$6,000
- Winter Break: \$6,000
- Summer Break: \$ 6,000/camp

3d. Monthly Clinics

Monthly clinics are a great way for baseball and softball players to improve their technical skills, in a smaller, group lesson environment that is still an affordable option.

Monthly clinics will be offered one Sunday per month. These will run for 4 hours and be taught by the coach of expertise in the area being taught and one assistant.

Examples of skills covered: (each offered in baseball and softball)

- Pitching: Basics, Intermediate, Advanced
- Catching: Basics, Intermediate, Advanced
- Fielding: Basics, Intermediate, Advanced
- Strength, Conditioning & Nutrition

Estimated Monthly Clinic Revenue: \$ 1,000/month

3e. Vending Machines & Food Truck

Currently, food/drink options are limited to packaged goods sold at the batting cage. We want to place vending machines outside the batting cage. These machines will sell healthy, snacks and beverages. These machines will also serve the patrons of the skate and dog park since they will sit outside and can be in use 24/7.

In addition to the vending machines for snacks and drinks, we want to invite local food trucks to come down to the batting cage and setup their trucks for service to guests. Preference will be given to local South Pasadena restaurants and food trucks. This can be offered on Friday – Sunday when attendance at the batting cage is higher. The goal is to create a family activity center. No revenue will be made from the food truck, this will simply be a benefit to the guests.

Estimated Monthly Vending Machine Revenue: \$ 300/month

3f. Birthday Parties

South Pasadena Sports Academy will offer a birthday party package. Parties can range from 6 to 15 guests and will include 1 hour of private cage time, dedicated play space in back private area for whiffle ball game, benches and tables and a food package. Your personal party concierge will help you book and coordinate your party, provide baseball/softball themed decorations, help entertain guests and assist with food, beverages and cake. We will partner with local restaurants to provide food option packages, and the food is delivered and set up.

Estimated Monthly Birthday Party Revenue: \$ 350/ party

3g. Corporate/Team Events

The batting cage facility is predominately used after school hours and on the weekend. Corporate and Team building events are a great way to help generate revenue during the day. Companies can send their teams to participate in our baseball or softball cages for some excellent team building. 1 dedicated cage for every 5 adults. During the hours of 9am-2pm, Monday – Friday.

Estimated Monthly Corporate/Team Event Revenue: \$ 500/ event

3h. Retail

There are several opportunities to sell retail items from the Pro Shop. These items include: South Pasadena Sports Academy (South Pasadena colors, orange/black theme) DriFit shirts, hoodies, caps, stickers. In addition, baseball cards, gloves, glove services, wax for skaters. Dog treats for the patrons of the dog park will be provided complimentary.

Estimated Monthly Retail Revenue: \$ 250/ month

3i. Dodger Viewing Parties

Community events are at the core of South Pasadena. We would like to host Dodger game viewing parties (licensed, paid-for games). These can be held, as the Dodgers are in the Post-Season. Like the movies in Garfield Park, projector, screen and speakers can be set up in the back, private area. Guests bring their chairs/blankets and enjoy the game! Food can be provided by a food truck. These can also serve as a fundraiser for SPEF and/or South Pasadena Athletic Booster.

Estimated Viewing Party Revenue: \$ 500/event

First year annual projected revenue: \$250,000

Second year projected revenue: \$275,000

Third year projected revenue: \$325,000

4 PLANNING AND APPROACH

There are two main issues with the current batting cage: half of the pitching machines do not work; the netting and overall aesthetics need improvements.

Pitching Machines:

The pitching machines will be assessed by Pitching Machine Consultant and Repair Technician, Steve Manookian, aka Iron Mike. Steve's proposal is attached. This outlines each pitching bay, and the repairs needed to get the machines up and running.

Steve recommends the following layout:

- i. Cage #1: 35-45 MPH baseball (currently non-operational)
- ii. Cage #2: 50-60 MPH baseball
- iii. Cage #3: 60-70 MPH baseball
- iv. Cage #4: High-Pitch softball
 1. This is currently a 75 MPH baseball
- v. Cage #5: 45 MPH Fastpitch Softball (currently non-operational)
- vi. Cage #6: 35 MPH Slowpitch Softball (currently non-operational)

Netting:

The netting will be assessed by Mike Herbert from West Coast Netting, Inc. to provide scope and detail needed to repair and/or replace netting in several locations around the facility. Mike has provided the attached proposal, recommending replacement of the netting of the entire facility. However, we do not believe the entire netting will need to be replaced. Areas we've identified to replace netting are:

- In front of the pitching machines, where the ball exits from
- Several areas in the "roof" that need repair patches
- In between the batting bays
- Heavy gauge netting needs to be added as a "backstop" in front of the chain-link fencing. Balls are hitting this fencing which is causing it to bow and bend.

Getting all six pitching machines up and running consistently, along with the netting repairs are our number one priority. In addition, there are a lot of cosmetic upgrades that need to happen. We want to paint the office in the new South Pasadena Sport Academy colors (orange and black) and put new signage up. We also want to add outdoor furniture, to make a comfortable waiting area for parents and families. Landscape maintenance needs to be done to remove excessive vegetative growth and weeds.

Approach #1:

3 Tiers of Improvements:

Immediately: *Should take 1 month to complete (\$30k)*

- Repair all pitching machines to make functional
- Repair netting holes, add netting backstops, repair netting in between batting bays
- Paint office and new signage
- Outdoor furniture

After 3-6 Months (\$10k)

- Vending machines for snacks and drinks
- Retail items for sale: apparel, equipment
- Implement Marketing plan
- Private Lessons
- Monthly Clinics
- Plans for Winter camp 2022, Summer Camp 2023

After 12 months (\$100k)

- Replace all netting

- Build out additional back area with 5 additional private batting/pitching cages
- Replace AstroTurf
- Add roof/shade

Approach #2:

More improvements can be made up front. This will require the batting cages to be closed for approximately 3 months, during which time, we would ask the city of South Pasadena for rent abatement to help with costs and lack of incoming revenue. This will require a large outlay of upfront cash and if this alternative approach is desired, monthly rent will have to be discussed.

Immediately: *Should take approximately 3 months to complete (\$50k)*

- Repair all pitching machines to make functional
- Repair netting holes, add netting backstops, repair netting in between batting bays
- Paint office and new signage
- Outdoor furniture
- Vending machines for snacks and drinks
- Retail items for sale: apparel, equipment
- Implement Marketing plan
- Private Lessons
- Monthly Clinics
- Plans for Winter camp 2022, Summer Camp 2023

After 12 months: (\$100k)

- Replace all netting
- Build out additional back area with 5 additional private batting/pitching cages
- Replace AstroTurf
- Add roof and sun shade

4b. Annual Plan

Month 1-3:

- All 6 pitching machines are up and running consistently
- Netting repaired
- Family Area, outdoor seating
- Retail Sales, vending machines
- New paint, refreshed look

Month 4-6:

- Marketing on all social media, creating original content
- Promotion of Winter/Summer Camps
- Private Lessons

Month 7-9:

- Monthly clinics
- Baseball/Softball Team practices
- Community Events: viewing parties, food truck

Month 10-12:

- Run summer camps
- Build out additional private cages in back area
- Roof/Shade

5 GENERAL MAINTENANCE AND OPERATION PLAN

Routine maintenance of the Iron Mike pitching machines is critical to keep the facility running smoothly. Since these machines are outside, exposed to the weather, preventative maintenance will be performed to preserve the longevity of the equipment.

5a. Maintenance Plan and Schedule

According to Iron Mike Repair Specialist, Steve Manookian, the pitching machines must undergo the following maintenance schedule:

Monthly: Oil and lubrication of main spring and arm

- Responsibility: Miles and Jordan

Every 6 months: Equipment inspection of major parts and replacement of minor parts

- Responsibility: Steve Manookian (hired repair technician)

This would be done in February before the busy baseball season and again in August

Annually: Electrical components must be inspected for wear/shorts

- Responsibility: Steve Manookian (hired repair technician)

This would be done in February before the busy baseball season

Mike Herbert of West Coast Netting recommends inspecting netting once per month for minor holes that can be sewed closed – this will be done by Miles and Jordan. Mike also recommends annual full inspection of total netting integrity – this evaluation can be done by Mike once per year.

5b. Proposed User Fee

There is a significant financial investment that must be placed into the South Pasadena batting cage to get it back up to full operational capacity and desired aesthetics. The ROI of this financial investment was considered when proposing the following User Fee.

Option #1: Flat-Rate Monthly fee: \$2,000/month

- Field Use Permits for Summer/Winter Camps included

Option #2: Percentage of Revenue:

- 9% of Revenue (payable to the City of South Pasadena)
- 3% of Revenue (donation to SPEF and/or South Pasadena Athletic Booster)
- Field Use permits for Summer/Winter Camps included

- Estimated average monthly revenue (busy season: March – September): \$25,000/month
- Estimated average monthly revenue (off season: October – February): \$16,000/month
- Estimated annual revenue: \$255,000

We ask for a lease term of 10 years, with an option to renew for an additional 10 years. This term will allow us to invest a significant amount of money into the facility and have time to earn back our investment. This longer period will also allow us to be more invested in the long-term improvements of the facility.

If the city of South Pasadena prefers major capital investment in improvements be done all at once, upfront, we ask for free rent for the first 12 months of the lease and then 50% rent reduction for months 13 – 24. This abatement period is designed to help recover the capital needed for the repairs.

We request the right to sell the facility to another party, provided the city of South Pasadena approves the new owner.

5c. Facility Use Plan

Facility will be operated by a POS (point of sale) system that integrates into an online scheduling system. This POS system will track data of all sales made so that we can continue to improve and invest in the most popular services offered.

To make sure our rates are competitive, we have surveyed local batting cages and have priced our facility in the same range as others. Additionally, we will conduct an annual survey to ensure our rates and services offered are within the industry.

All books and financials will be managed by Jonathan's corporate Attorney and Lawyer, Steven Sorrell or Sorrell Law Group.

Liability Insurance will be provided by Jonathan's current Corporate Liability Provider: Allstate

1. Batting Cages

Six bays: these will include three bays for baseball, two for slow and fast pitch softball and one for high-lob softball.

Our three baseball machines will accommodate:

- 35-45 MPH (age 6-8)
- 50-60 MPH (age 8-10)
- 60-70 MPH (age 10-13)

Our three softball machines will accommodate:

- 35 MPH Slow-pitch Softball (age 6-9)
- 45-55 MPH Fast-pitch Softball (age 10-12)
- One, high-lob softball

2. Private Lessons

By partnering with local baseball and softball coaches, South Pasadena Sports Academy will offer a facility where private lessons can be taught. Mile and Jordan, along with other coaches on staff will also be able to provide private lessons.

Immediately, we plan to use our back area and private batting cage for these lessons. In our second phase of improvement, we plan to build additional private lesson batting and pitching lanes in the back area. This will allow ample space for one-on-one instruction. These batting lanes can also be rented to entire teams (baseball and softball) for batting practice.

3. Summer, Spring and Winter Camps

We plan on offering robust educational, fun and engaging camps during school breaks. Depending on the size and length of the particular camp, activities can be done at the batting cage facility or the South Pasadena Little League fields at the Arroyo Park fields.

Camps will be offered:

- Spring Break: 1 week
- Winter Break: 1 week
- Summer Break: 6 weeks

Camps will focus on the principals of South Pasadena Sports Academy: Work Ethic, Skills Training, Teamwork, and Positive Mental Attitude.

4. Monthly Clinics

Monthly clinics will be offered one Sunday per month, in the back area. These will run for 4 hours and be taught by the coach of expertise in the area being taught and one assistant.

Examples of skills covered: (each offered in baseball and softball)

- Pitching: Basics, Intermediate, Advanced
- Catching: Basics, Intermediate, Advanced
- Fielding: Basics, Intermediate, Advanced
- Strength, Conditioning & Nutrition

5. Vending Machines & Food Truck

Currently, food/drink options are limited to packaged goods sold at the batting cage. We want to place vending machines outside the batting cage. These machines will sell healthy, snacks and beverages. These machines will also serve the patrons of the skate and dog park since they will sit outside and can be in use 24/7.

In addition to the vending machines for snacks and drinks, we want to invite local food trucks to come down to the batting cage and setup their trucks for service to guests. Preference will be given to local South Pasadena restaurants and food trucks. This can be offered on Friday – Sunday when attendance at the batting cage is higher. The goal is to create a family activity center. No revenue will be made from the food truck, this will simply be a benefit to the guests.

6. Birthday Parties

South Pasadena Sports Academy will offer a birthday party package. Parties can range from 6 to 15 guests and will include 1 hour of private cage time, dedicated play space in back private area for whiffle ball game, benches and tables and a food package. Your personal party concierge will help you book and coordinate your party, provide baseball/softball themed decorations, help entertain guests and assist with food, beverages and cake. We will partner with local restaurants to provide food option packages, and the food is delivered and set up.

7. Corporate/Team Events

Corporate and Team building events are a great way to help generate revenue during the day. Companies can send their teams to participate in our baseball or softball cages for some excellent team building. 1 dedicated cage for every 5 adults. During the hours of 9am-2pm, Monday – Friday.

6 MARKETING PLAN AND METHODOLOGY

Marketing for the batting cage will be done primarily online, utilizing our website and social media.

These Marketing efforts will highlight our year-around revenue streams. These different streams of income will ensure that the batting cage (and the city of South Pasadena) will have a constant source of income year-around.

Batting Cages: Open year-around with peak season during baseball/Little League season February – June.

Camps: Biggest camp opportunity will be the 6 weeks of summer break, followed by 1 week of Spring Break and 1 week of Winter Break.

Dodger Game Viewing Parties: These can be put on once per month during the regular season and many more times in October during playoffs in post-season baseball.

Birthday Parties/Corporate Events: These events will be hosted year around.

Private Lessons & Team Batting Practices: These lessons and practices will be offer year around.

Loyalty Program:

We plan to institute a loyalty program to help incentivize customers to come to our facility and to pay them back for being loyal. Customers can sign up for the program (for free) and their loyalty points are tracked via the phone number.

- 5 hours batting card, receive a 10% discount
- With every 1 hour of cage time booked, customer receives a free snack or drink.
- With every 1 hour private lesson, student gets a free pack of baseball cards
- Summer camp enrollment comes with a free South Pasadena Sports Academy DriFit t-shirt with the year printed on it.
- For every \$500 spent at the facility (across all items), customers receive a \$20 coupon.

South Pasadena Sports Academy plans on utilizing social media to help promote events, camps, and other baseball-related details. This will include a newsletter to help us stay active with the community and our customers by showing hours of operation, cage availability and upcoming Clinics/Camps.

Baseball is a growing sport and is all over the internet; we plan to show our customers the whole experience when coming to SPSA. This includes videos of our instructors' giving

lessons to students and the excitement of activities done at the academy. All marketing will be done through social media (Facebook, Twitter, Tik Tok, and Instagram).

Additionally, we will have an online presence with the domain name www.SouthPasadenaSports.com, which we have already secured.

Facebook:

Our page would focus on being family oriented and designed for community engagement. Our plan is to display a page where families can share photos and videos of their child's (student of SPSA) progress and in game highlights. Hours of operations and any changes to our hours will be posted for our customers to stay up to date.

Twitter:

Customers can turn on "Post Notifications" for our account which will notify them when we have cage availability and upcoming news. Our plan is to be well connected with our online community to help promote to local schools and organizations (ranging from Little League to college) on any upcoming events that can benefit everyone in the community.

Tik Tok:

Short videos of fun and engaging tips and tricks for all our followers and customers to see. An easy way to get to know the staff here at SPSA providing short biographies of our instructors and owners. A quick preview of what our batting cages have to offer.

Instagram:

When going on our Instagram profile you will see nice photos of the scenery at the academy. Parents will be able to view all the fun activities done at our baseball camp as well as after-hours events (movie nights).

7 COMMUNITY INVOLVEMENT PLANS

Community engagement is a key part to our business strategy and marketing plans. We plan to make the batting cages at South Pasadena the preferred training location for South Pasadena Little League baseball and softball.

- Preferred rates will be given to any coach of South Pasadena Little League (baseball or softball) for batting cage rental.
- Preferred rates (and priority cage rental days/times) will be given to South Pasadena High School baseball and softball teams
- Local South Pasadena Coaches/trainers (baseball and softball) can use the batting cage facility for private lessons at a preferred rate
- Local discount given to customers who show ID with a South Pasadena address

We plan to host community events at the facility. On the weekends, we will invite local, South Pasadena restaurant food trucks to setup (for free) and serve the community food/drinks when community members enjoy our family recreation area.

Our Summer, Spring and Winter camps will be focused on the youth of South Pasadena. We want to work with South Pasadena high school students who have an interest in baseball/softball and or childhood development, to work as camp counselors in exchange for community service hours. And, because of our proximity, camps at the batting cage will be very convenient for the residents of South Pasadena.

As part of our proposed User Fee, we want to support local South Pasadena schools and athletics. We have proposed a 3% revenue donation to SPEF and the Athletic Boosters.

8 APPENDICES

Hello

My name is Steve Manookian. I have been requested to write these suggestions and upgrades using my experience of almost 50 years in the batting cage business. After doing a complete survey of your entire batting cage premises. The following are my suggestions to bring these batting cages to a proper running batting cage and make it a great benefit to the residents of your great city.

Your batting cages have great potential. The following will help make the batting cages one of the best in the area.

Starting with the furthest West hitting area working towards the right.

#1 Hitting area

Currently using a jugs machine throwing 30-35 mph Baseball

I suggest moving the first Iron Mike to throw 35 mph Baseball pitches to this hitting area. Youth batters would rather like seeing an Arm type machine throw to them. And by moving the jugs machine, will leave a needed walkway to the rear of the machines.

#2 Hitting area,

Currently the 1st Iron Mike is throwing 50-60 mph Baseball pitches to this hitting area.

I suggest moving the second Iron Mike to throw 60 mph Baseball pitches to this hitting area.

#3 Hitting area,

Currently the second Iron Mike is throwing 60-70 mph Baseball pitches to this area.

I suggest moving the third Iron Mike to throw 75 mph Baseball pitches to this hitting area.

#4 Hitting area,

Currently the third Iron Mike is throwing 75mph Baseball pitches to this area . ,

I suggest using the jugs machine from #1 hitting area (installed with new wheel) to throw Lob Softball pitches to this area. Or buy a new double wheel Softball machine that will throw a more consistent lob pitch.

Hitting area #5, not wide enough for a proper and safe hitting area.

Hitting area #6, not wide enough for a proper and safe hitting area.

Hitting area #7, not wide enough for a proper and safe hitting area.

I suggest making two hitting areas out of these three areas. It will make these hitting areas much safer and a much better hitting experience for the Girls Fastpitch batters.

New #5 Hitting area, 45 mph Girls Fastpitch Softball, Use the smaller Iron Mike for this hitting area. And maybe later upgrade to a new wheel machine.

New #6 Hitting area, 35 mph Girls Fastpitch Softball. Use the existing wheel machine.

Ball Elevator system. Looks and works OK. May need a new large elevator belt. And new drive belts.

Ball Distributor system. Needs 4 new pinch rollers w/mounting brackets. And New tubing to each and every machine.

This Batting Cage location needs:

- New electrical safety controls for each machine. $7 \times \$500 = \$3,500$
 - Hourly meters for each motor for each machine. $7 \times \$250 = \$1,750$
 - Pitch counters for each machine. $7 \times \$250 = \$1,750$
 - Micro switch that controls when the machine should shut off, after timer is turn off.
 - New entire canopy netting for the batting cages, About \$15,000
 - New netting 4 sided tunnels for each hitting area, about $6 \times \$700 = 4,200$
 - New heavy duty netting in front of all the machines to protect the machines and the employees near them. about \$3,000
 - All machines are not correctly connected to a low voltage timer system that could be operated from the main office. They need new low voltage wiring system installed to operate the machines from the main office. This may need a new conduit from the office to the machine area. This system will allow the employees to stop and start the machines properly. Which will help reduce the machine maintenance and machine breakdowns.
 - Complete Lighting upgrade should be done to the entire Batting Cages. They should be installed to proper positions for each hitting area. And will provide a better hitting experience for all customers.
 - Every Iron Mike need new chain tensioners, $3 \times \$300 = \900
 - The three iron mikes need their ball baskets made small by a welder . \$???
 - All the machines need to have their 120 volt power wiring redone. All the conduit is too short and falling apart. These machines were all incorrectly wired for direct power control from the office. They need low voltage controlled from the office. Need a licensed electrician for pricing.
- A fencing contractor will be needed:
- to reduce #5, #6, and #7 to only a two position hitting area by removing some poles and adding a new pole with new upper cross support bars
 - to add "in ground" or above ground mounting plate with a pole for the new location for the Jugs machine.

attached are :

- Current pic of #5, #6 & #7 hitting areas
- Rough pic of future #5 & #6
- old, none functioning electrical controls in #'s 2, 3, 4,

Sincerely

Steve Manookian

Pitching Machine Repair

562-201-2162



old, none functioning electrical
controls in #'s 2, 3, 4



Hitting areas #5, #6 & #7, current



Hitting areas #5, #6, proposed



February 22, 2022

The City of South Pasadena,

My name is Travis Sailor and I am the Junior Varsity Baseball Coach at South Pasadena High School. I also work as a coach with the South Pasadena Pride - a local travel baseball organization.

I've worked directly coaching Jonathan's son, Nathan, with the South Pasadena Pride. Over time, I have come to know Jonathan and built a relationship with him.

Jonathan has informed me that he is submitting a RFP to be able to own and operate the batting cages in South Pasadena. I've had an interest to coach private lessons at the batting cages and or even take a team there for batting practice but felt the facilities were not in adequate condition to do so.

I'm excited to hear the plans for improvements that Jonathan has shared with me. I know Jonathan is a resident of South Pasadena and very passionate about baseball and this community. Additionally, Jonathan had described his plans to include softball pitching machines, softball private lessons and softball camps and clinics. I think the sport of softball is underrepresented here in South Pasadena, so I completely support this plan.

Jonathan is a highly capable businessman and loves the sport of baseball and I think these traits will make him an excellent operator of the South Pasadena batting cages.

Thank you,

Coach Travis Sailor



Andrew Berk
Principal
andrew.berk@avisonyoung.com
626.676.4230
avisonyoung.com

February 22, 2022

To Whom It May Concern -

Jonathan Raju is a skillful leader and an exceptional candidate who I fully support for our next operator of the South Pasadena Baseball facility in South Pasadena.

Jonathan has showed great strength with his business acumen running his family's own company, High Quality Organics, successfully for 12 years. He is balanced, diligent, and shows a thoughtful commitment to his suppliers, customers and associates. Being the Chairman of the Board of Directors at the South Pasadena Chamber of Commerce, I get to meet tons of amazing members of our residential and business community, and Jonathan is certainly at the top of the list. I was also on the Board of Directors at the South Pasadena Educational Foundation (SPEF), and am an active and engaged member of our community. I have found Jonathan to be transparent, astute, and a person of the highest character who has raised his two children in our town and I know cherishes and recognizes what an incredible place we all are lucky enough to call our home. As a local resident and a business owner with a successful corporation, he brings a wealth of applicable and valuable experience to this potential business and cultural opportunity here. The talented folks who currently work at the site, and whom he plans to keep, are keen to see this future chapter with Jonathan take off and live up to its full potential.

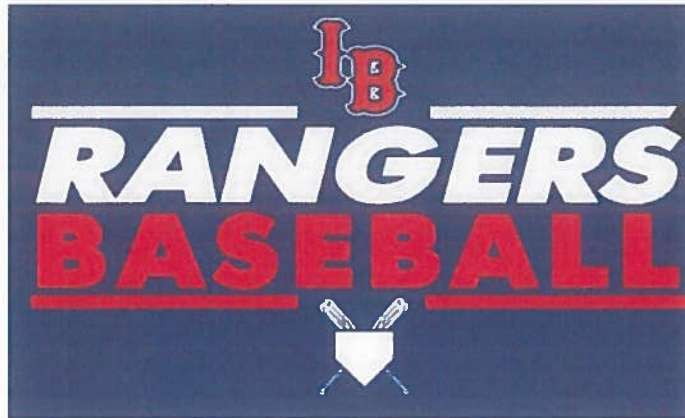
I have the utmost confidence that he will be committed to austere oversight and needed stewardship of this gem in our community. Jonathan is a creative thinker and wants to be able to better the community of South Pasadena though inclusion using the asset more effectively, and bringing in wider demographics (for instance including softball players), with more outward engagement and networking with other local businesses (food trucks on the weekends, non-profits, school groups, etc.).

Please join me in looking most positively on this candidate for the next chapter of our beloved batting cages and sports asset here.

Kindly,

A handwritten signature in black ink, appearing to read "Andrew Berk". The signature is fluid and cursive, with a long, sweeping underline.

Andrew Berk
Resident



February 19, 2022

Dear South Pasadena City Council,

My name is Dan Law and I own and operate the Pasadena Rangers baseball organization. We are a Pony League traveling baseball club with eight teams that are comprised primarily of players from South Pasadena, Pasadena and La Canada.

I came to know Jonathan Raju, when his son started playing for the Rangers organization in 2017. During the past five years I've seen Jonathan's son, Nathan develop as a baseball player, and Jonathan develop as a baseball enthusiast.

Jonathan, like myself, is an entrepreneur and successful business owner with High Quality Organics. He's shared his detailed business plan with me for the South Pasadena batting cages and I firmly believe in his ability to turn that facility around.

I've given Jonathan my expert advice on private lessons, camps, and clinics. I feel that these services will greatly benefit the city of South Pasadena.

Jonathan's passion for baseball, the determination to build a successful business and love for the community will enable him to be highly successful in this endeavor. I pledge my full support in Jonathan taking over the South Pasadena batting cages.

Please feel free to reach out to me directly with any questions.

Thank you,

A handwritten signature in blue ink, appearing to read 'DLaw'.

Dan Law
Owner, Operator
Pasadena Rangers - Independent Baseball
323-714-5583



Legends Baseball Academy
Al Quintana
369 S. Fair Oaks Ave.
Pasadena, CA 91105

Re: South Pasadena Batting Cages

To whom it may concern,

My name is Al Quintana and I own and operate Legends Baseball Academy. We are an indoor baseball training facility. Our professional coaches work with baseball players from the Major and Minor Leagues, Collegiate and High School. I am also the Head Baseball Coach for Maranatha High School.

I have provided private lessons for Jonathan's son, Nathan, in the area of catching and hitting. I also work with Nathan's travel baseball team, the South Pasadena Pride, once a week for the batting practice.

Jonathan has sought my council as he is preparing to submit a proposal to take over the batting cages in South Pasadena. I have reviewed Jonathan's business plan and feel that he will be successful with the multiple revenue streams that he's devised.

I am particularly supportive of his private lessons. I provide lessons to a lot of young baseball players from the South Pasadena area. They come into Pasadena because there is not a closer option. My expertise is in high school players and above. The younger, Little League player, can tremendously benefit from private instruction at the South Pasadena batting cages.

The facility has tremendous potential and I believe Jonathan Raju can prove to be a true asset to the community of South Pasadena.

Thank you,

A handwritten signature in dark ink, appearing to read "Al Quintana", is written over a light blue horizontal line.

Al Quintana
Owner, Legends Baseball Academy